

## METHOD TO OPTIMIZE INFORMATION DOWNLOADING

### ABSTRACT OF THE DISCLOSURE

A method for reducing the perceived download time of a web page. This method comprises the steps of downloading a first web page (302) that contains hyperlinks (104) to other web pages. The web page or pages corresponding to the hyperlinks contained in the first web page are automatically downloaded (310) to the memory of the device prior to any intentional selection of the link (312). This selection may be by the user or by the software configured by the user. When the user does select the at least one hyperlink, the web page corresponding to said at least one hyperlink is displayed from the memory (314) in the device as opposed to first downloading the web page to the device's memory and then displaying. This is most important as wireless devices are adapted to receive web pages as initial download time of the representative data may be substantial. Billing for the use of web pages or data is based upon the display of the web page or data, as opposed to the downloading of the data. When a web page is displayed, a display acknowledgement is generated (318) and then relayed or communicated to the respective billing service.